

Patrick Lee

Product Strategist · UX Researcher

patrick.lee@nyu.edu · +1 (949) 838-5743 · patrickleego.com (portfolio)

SUMMARY

Product strategist and UX researcher (STEM M.S. in Management, B.A. Economics) who turns user research, market signals, and business constraints into product decisions. Led research and strategy across four B2B and consumer engagements: from user interviews and journey mapping through positioning, pricing, and prototype validation. Comfortable owning the path from raw customer insight to a quantified business case.

EXPERIENCE

Cross-Border Nutritional Products Venture — Irvine, CA / Remote

Sep 2025 – Jun 2026

Product & Operations Strategist

- Defined service positioning and client-facing messaging for a B2B cross-border sourcing and partnership intermediary serving e-commerce clients.
- Restructured the website's information architecture, translating complex sourcing workflows into inquiry flows and service descriptions prospective clients could act on without hand-holding.

GetAway (Startup Incubation, Boston University) — Boston, MA

Mar 2025 – Sep 2025

Co-Founder · Product Designer & Strategist

- Ran end-to-end discovery research (user interviews, secondary research, and social listening) using Claude and ChatGPT to transcribe and code interviews into themes, then prioritized core pain points (fragmented points balances, setup friction, episodic usage) into an MVP scope.
- Translated research findings into 9 core prototype screens in Figma: points dashboard, destination exploration, filters, city detail pages, and trip watchlist flows.
- Advanced to Finalist across 4 competitive pitch rounds, presenting product strategy, prototype, and business model to mentors and venture capitalists.

MoveEV — Somerville, MA

Jan 2025 – Mar 2025

Digital Strategy Consultant

- Redesigned landing page strategy for a fleet EV home-charging reimbursement product: built buyer personas, journey map, page requirements, and CTA hierarchy around the 4 decision drivers uncovered in research: reimbursement accuracy, IRS compliance, downtime, and cost savings.
- Created an ROI calculator concept modeling ~\$185K in annual savings for a 100-vehicle fleet, giving the sales motion a quantified value story.

Thynk, Inc. — Cambridge, MA

Sep 2024 – Dec 2024

Market Strategy Consultant

- Led sports-training market research for an EEG-based cognitive training game on an 8-week, 10-person client engagement.
- Defined market entry, positioning, and a \$600–\$750 pricing recommendation, accelerating competitor and market scans with AI research tools and validating findings against athlete and coach interviews.

EDUCATION

Boston University, Questrom School of Business

May 2025

M.S. in Management (STEM)

New York University, College of Arts & Sciences

May 2024

B.A. in Economics

SKILLS

Research & Insight: User Interviews, Mixed-Methods UX Research, Journey Mapping, Persona Development, Competitive Analysis, Social Listening

Product & Strategy: Information Architecture, Wireframing & Prototyping, MVP Framing, Market Validation, Go-to-Market Strategy, Pricing

AI Workflow: Claude, ChatGPT — research synthesis, transcription & thematic coding, market scans, prototype ideation (screens hand-designed in Figma)

Tools: Figma, FigJam, Miro, Excel, PowerPoint, Python (basic) **Languages:** English, Mandarin